

NewWind Energy® Marketing *Events Adding Value*



Overview

- Background on Marketing
- Publicity Events Adding Value
- Lessons Learned

The Mission: Linking customer purchases, in partnership with retail suppliers, with high-profile and cost-effective new wind supply in customer's electric grid



The Customers



Penn



The World Bank Group



Over 350K MWh/yr. of NewWind - 4 Yr. Avg. Term

NewWind Energy® Supply



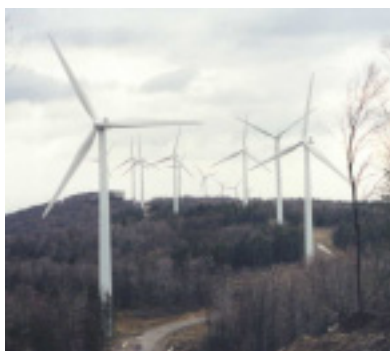
15-MW Mill Run Wind Farm
Fayette Co., PA
On-Line October 2001



9-MW Somerset Wind Farm
Visible From the PA Turnpike
On-Line October 2001



30-MW Fenner Wind Farm
Madison Co., NY
On-Line December 2001



66-MW Mountaineer Wind Farm
Allegheny Plateau, WV
On-Line December 2002



64.5-MW Waymart Wind Farm
Wayne Co., PA
On-Line Fall 2003



7.5-MW Atlantic City Project
Atlantic City, NJ
Expected On-Line 2004

Events = Customer Recognition

Creates something tangible

See how their purchase
makes a difference

Customers feel ownership

Builds goodwill and
credibility for commitment



PENN at Somerset Dedication

Events = Press

MONEY & BUSINESS

Wind-power Revolution

The private sector is breezing toward U.S. energy independence

By MARIANNE LAVELLE

The autumn wind gusts with new promise this year on 200 farms across central South Dakota. Meteorological instruments rise above the cornfields, capturing precise measurements of air current speed and direction. The numbers will be crucial for the partners putting together financing for one of the nation's largest energy projects.

The plan, called "Rolling Thunder," could be the breakthrough that lets the nudge in an a secret well known in the

natural gas, which rattled energy markets earlier this year. And, of course, wind doesn't pollute.

The most far-reaching thinker even see in wind the potential to manufacture fuel for a new generation of cars that would break the nation's dependence on Middle East oil. "You can run an economy on wind," says Lester Brown, founder and former president of the Worldwatch Institute and author of a new book, *Eco-Economy*. In it, he summons up a future in which the blustery Great Plains become "The Saudi Arabia of wind power," where land values skyrocket as solar taxes



Giant turbines produce cheap power at this wind farm in South Dakota.

US News & World Report

Wind Farm Dedications



Fenner Dedication – 2002 (30 MW)



Somerset/Mill Run Dedication – 2001 (24 MW)



Mountaineer Dedication – 2003 (66 MW)

Blade Events



A Blade Detours into D.C.

Lessons Learned

- Create Good Visuals & Compelling Stories
- Be Flexible (customers can sometimes do it better)
- Get Community Involved
- Remember that it's all about...



“Wind in their Ales”
Brooklyn Brewery Purchase Announcement

...the **Customer** *(not the marketer!)*



Pittsburgh, PA Blade Event